



PERFORMANCE OF THE TURKISH UNIVERSITIES IN THE WEBOMETRICS RANKING

www.webometrics.info

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Introducing The Cybermetrics Lab

Who we are

- Research group of the Spanish Research Council (CSIC)
 - CSIC is the largest **public** research body in Spain
 - Research is funded by Spanish and EU projects granted in competitive open calls
- Our research agenda is our priority
 - Publication of results in peer-reviewed journals
 - Chapters in monographs dealing with R&D indicators
 - Open Websites without commercial banners
- Quality in our ranking exercises
 - Evolving methodology as it is research-guided: Not obsessed with the **stability**
 - Comparisons with other Rankings: Critical analysis of their methods and results (academic assessment and self-review)
 - Transparency: Data sharing with other scholars

Agenda

Rankings, Universities and the Ranking Web

- Our model for a Ranking of Universities
 - Scientific and ...
 - ... political agenda
- Ranking Universities
 - Indicators: Desiderata and feasibility
 - Some facts and figures
- Webometrics: The Ranking Web
 - Methodology, results and shortcomings
- The Turkish Academic Webspace
 - Major problems and lessons
- Cybermetrics Lab Consultancy
 - Good practices, taking the web seriously
- Open Forum

World Rankings

A model

- A Ranking is a **RANKING**
 - A league table easy to understand, not a (customizable) confusing rating system
- A Ranking is **ONE** Ranking
 - Several rankings with different results (positions) using the same data are useless
- A World Ranking is **GLOBAL**
 - Covering most of the universities, not only the Top 500 (3%)
 - A Ranking also for the “emerging” countries, including the so-called World –class universities, but also “Regional-class” and “Nation-building” universities
- A Ranking of Universities should be **COMPREHENSIVE**
 - Not focusing only on research, but considering all the other missions: learning, knowledge transfer, community engagement

World Rankings

A useful model

- A Ranking should be USEFUL
 - No strange positions (even if methodology looks sound)
 - Or at least explanations for those cases
- A Ranking with a LONG-TERM strategy
 - Supporting **Open Access initiatives**, promoting the free dissemination of academic knowledge
- A Ranking of Universities should be made by SCHOLARS
 - A scientific evolving tool, not subject of political or commercial interests
- A Feasible and CHEAP Ranking
 - Rankings critics are proposing improved rankings, with more and better indicators
 - Great ideas, but without no empirical results

World Rankings

Top500 by country

Country (2010)	ARWU	WEB	HEEACT	CWTS	SCIMAG	QS	Country (2010)	ARWU	WEB	HEEACT	CWTS	SCIMAG	QS
United States	155	186	159	135	126	108	India	2	1	2	1	4	8
Germany	39	50	45	46	39	42	Poland	2	1	2	6	4	2
United Kingdom	38	34	38	38	36	51	Hungary	2	3	1	4	1	2
Italy	22	17	29	32	25	15	Russia	2	1	1	2	2	5
Japan	25	12	28	24	29	25	South Africa	3	1	1	2	4	3
Canada	23	26	22	19	22	20	Czech Republic	1	4	1	2	1	2
France	22	13	22	23	10	21	Singapore	2	2	2	2	2	2
Spain	10	27	13	20	14	10	Thailand		4	1		2	4
Australia	17	13	10	9	11	24	Saudi Arabia	2	3				3
China	22	4	16	13	51	10	Chile	2	1	2	1	2	2
Netherlands	12	9	12	12	12	12	Argentina	1	1	1	2	1	2
Sweden	11	9	11	10	10	8	Mexico	1	2	1	1	2	2
South Korea	10	3	10	8	13	13	Slovenia	1	1	1	1	1	
Switzerland	7	7	8	7	7	8	Iran	1				2	1
Taiwan	7	7	5	6	8	9	Estonia		1		1		
Belgium	7	6	7	7	7	7	Iceland		1				
Finland	6	6	6	7	4	7	Croatia				1	1	
Austria	7	6	6	6	3	5	Slovakia				1		
Israel	7	5	5	7	5	4	Serbia					1	
Hong Kong	5	5	5	5	5	6	Malaysia						5
Brazil	6	5	7	5	7	3	Indonesia						4
Denmark	4	5	4	4	3	5	Philippines						3
Ireland	3	4	3	3	3	8	Egypt					1	1
Greece	2	3	4	6	4	5	United A Emirates						1
Norway	4	4	4	4	3	4	Uruguay						1
Portugal	2	5	3	6	5	3	Kazakhstan						1
New Zealand	5	2	2	2	2	6	Lebanon						1
Turkey	1			9	5	5	Pakistan						1

Indicators

Shortcomings and feasibility

- Data availability
 - No data, or not trusted figures, or uncooperative managers
 - Lack of standards, no common definitions
- Data quality
 - Discrimination power (Nobel prizes, student/faculty ratio)
 - Biases of the bibliometric data
 - Country/region, language
 - Discipline (against technology, humanities)
 - Surveys: Inadequate, uneven coverage, small samples
 - **Worldwide?, teaching?**
- Composing indicators
 - Strong correlation among variables
 - Inconsistent normalization
 - Weighting models arbitrary

Web Ranking

Description

- Published since **2004**, two editions per year (January & July)
- The largest and most updated Directory with more than **20,000 Higher Education Institutions** from all over the World
- The Ranking provides the **Top 12,000** universities according to web indicators
- The hypothesis is that in the 21st century the web reflects the organization, activities, research results, knowledge transfer, prestige, and international visibility of the universities
- If the web performance is below the expected position could be due to lack of commitment to the electronic publication, or bad web practices

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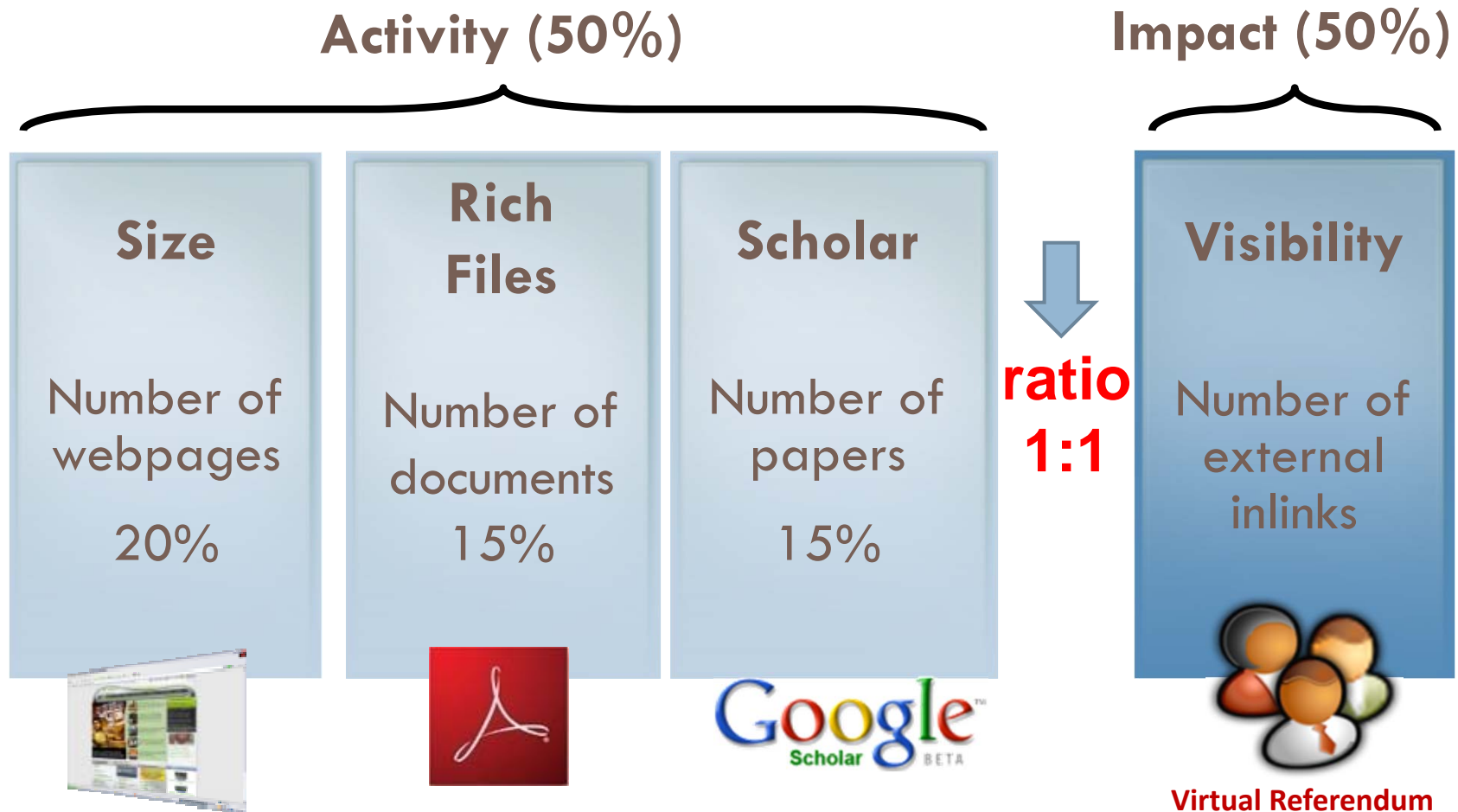
Justification

Advantages of the ranking Web

- Large coverage
 - All the Higher Education Institutions
- More contents and activities are considered
 - Bibliometrics neglected disciplines (**Technologies, Computer Science, Social Sciences, Humanities**)
 - Formal (papers) and informal (drafts, presentations, reports) scholarly communication
 - Teaching supporting materials, specially for **distance learning**
 - Relationships with third parties (industrial or technological stakeholders), community engagement (social, cultural or environmental commitments)
- Useful
 - Promoting good web practices
 - Supporting Open Access initiatives

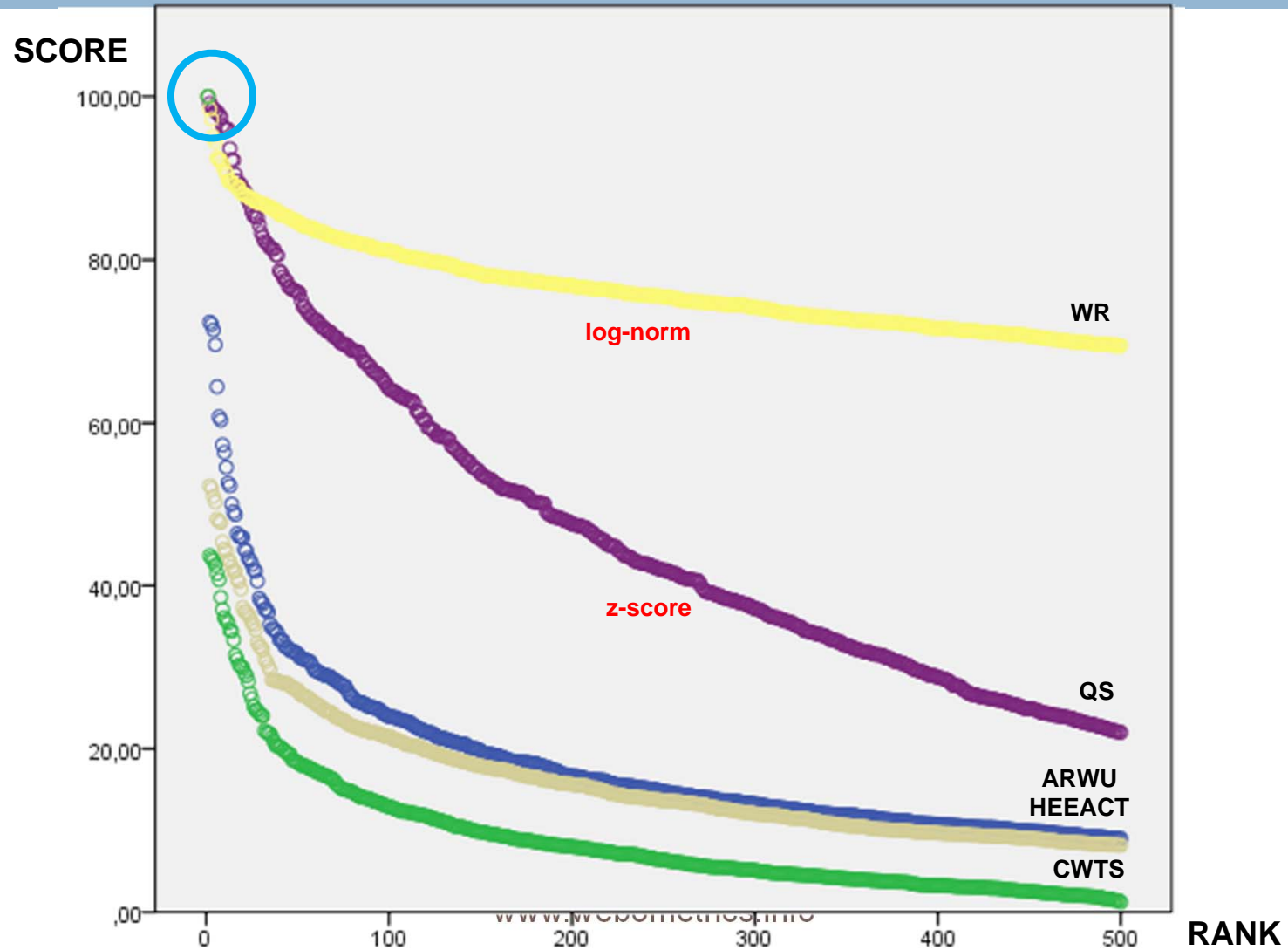
Web Ranking

Methodology



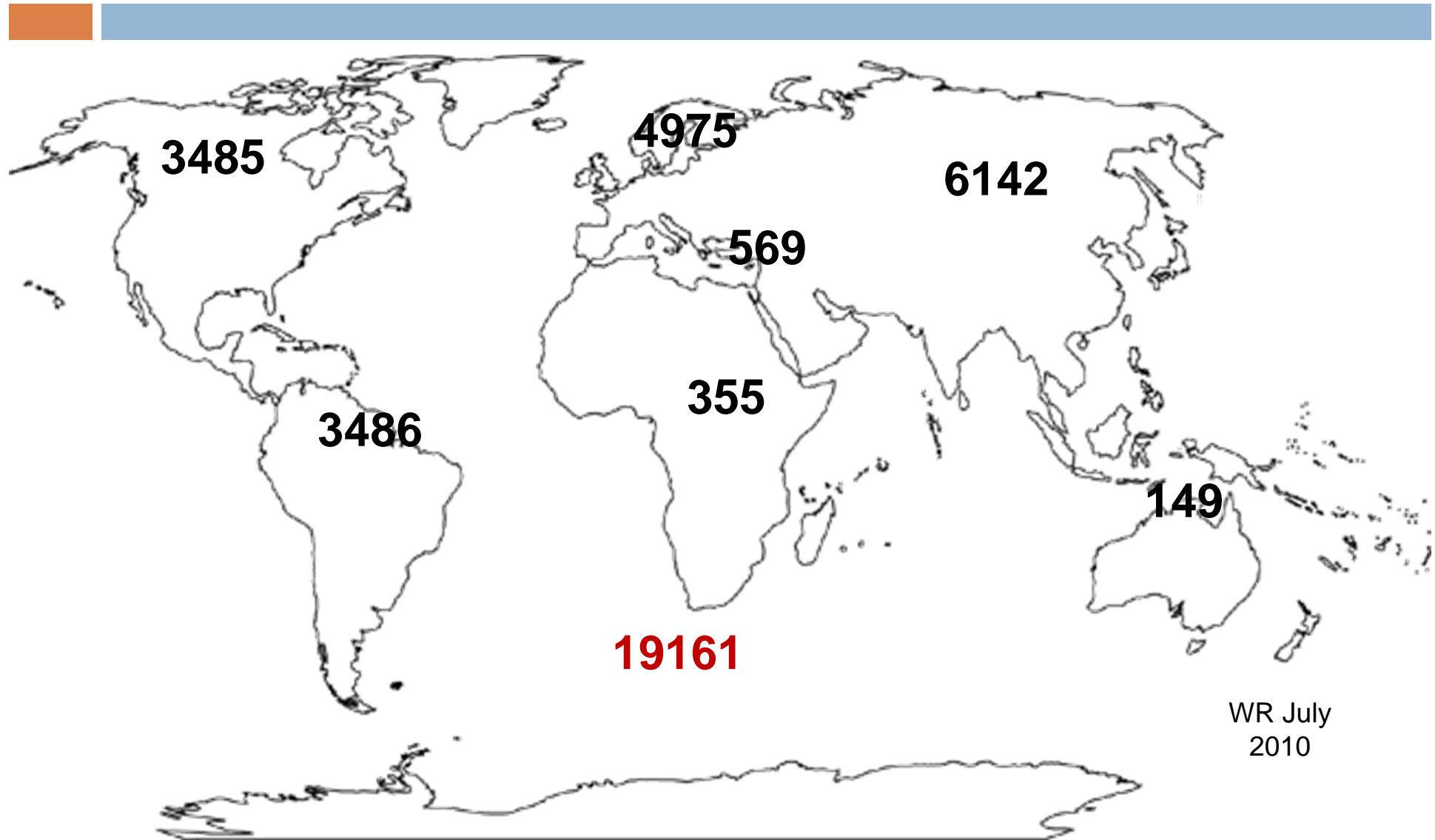
Normalization

Top 500 in the main World Rankings



World universities

Ranking Web



Web Ranking

Results July 2010

Countries		Top 100	Top 201	Top 500	Top 1000	Universities
North America	7	79	123	212	398	3485
USA		71	107	186	360	3276
Canada		8	16	26	38	203
Europe	54	16	60	222	415	4975
United Kingdom		5	9	34	67	235
Switzerland		3	3	7	10	105
Germany		1	17	50	67	400
Netherlands		1	6	9	13	148
Italy		1	2	17	37	202
France		1	1	13	54	583
Spain			2	27	43	218
Asia	34	3	7	38	104	6142
Japan		2	2	12	34	715
China/Hong Kong		1	2	9	18	1186
Taiwan			1	7	17	155
South Korea			1	3	8	392
Singapore			1	2	2	17
Oceania	12	1	6	15	35	149
Australia		1	6	13	28	86
Latin America	34	1	3	9	39	3486
Mexico		1	1	2	5	907
Brazil			1	5	17	1494
Arab World	22	0	2	3	4	569
Africa	38	0	0	1	5	355
WORLD	201					19161

Universities in Turkey

According to Webometrics Ranking

- 173 entries (different web domains)
 - 161 different higher education institutions
 - 11 universities with two “main” domains
 - *Middle East Technical, Pamukkale, Sabanci, Cukurova, Dumlupinar, Fatih, Hacettepe, Arel, Aydin, Izmir Institute of Technology*
 - 1 university with three domains
 - *Izmir University of Economics*
- None in World Top 500
- No web address for 6 universities
 - *Istanbul Sabahattin Zaim, Kayseri Abdullah Gül, Konya, Süleyman Şah, TED, Yıldırım Beyazıt*
- Not included Turkish universities outside the country

Ranking Web: Universities by Country

July 10

Rank Data

About Us

About the Ranking

Top 12000 Universities

Premier League (Excel Files)

Top USA & Canada

Top Latin America

Top Europe

Top Cent. & East. Europe

Top Asia

Top South East Asia

Top South Asia

Top Arab World

Top Oceania

Top Africa

Top Sub-Saharan Africa

Country Scoreboard

Best Practices

Notes (*/**)

Catalogue

Universities by country

Information

Methodology

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Rank of Universities of Turkey

WORLD RANK	UNIVERSITY	POSITION			
		SIZE	VISIBILITY	RICH FILES	SCHOLAR
526	Middle East Technical University *	569	874	351	404
615	Bogazici University	978	682	446	861
646	Bilkent University	615	1,032	406	698
826	Istanbul Technical University	892	1,377	667	568
887	Ankara University	861	1,436	984	325
994	Hacettepe University	1,096	1,306	954	896
1012	Sabanci University *	916	1,875	888	386
1093	Gazi University	941	1,882	995	587
1274	EGE University	1,599	1,891	1,054	892
1292	University of Anatolia	1,563	1,534	1,449	1,158
1390	Dokuz Eylul University	1,241	2,455	1,012	960
1483	Istanbul University	1,126	2,326	1,378	1,214
1690	Cukurova University	1,514	2,621	1,845	1,053
1734	Inonu University Malatya	1,917	2,475	2,541	710
1739	Koc University	1,630	2,863	1,189	1,556
1793	Selcuk University	2,327	3,118	1,149	1,143
1844	Istanbul Bilgi University	1,521	2,707	991	2,958
1923	Suleyman Demirel University Turkey	1,851	3,444	1,884	920
1923	Yildiz Technical University	1,800	3,206	1,638	1,328
1926	Erciyes University	1,357	3,232	1,703	1,646
1984	Uludag University	2,427	3,224	1,676	1,169
2040	University of Gaziantep	1,973	3,041	1,785	1,769
2223	Ataturk University	3,704	3,533	3,784	260
2327	Marmara University	2,362	3,140	2,037	2,356
2369	Trakya University	1,864	3,846	2,239	1,732
2378	Baskent University	2,670	3,034	1,479	3,282
2409	Fatih University *	1,786	3,922	1,865	2,189



University Ranking by Academic Performance

- 1 HACETTEPE ÜNİVERSİTESİ
- 2 ORTA DOĞU TEKNİK ÜNİVERSİTESİ
- 3 ANKARA ÜNİVERSİTESİ
- 4 İSTANBUL ÜNİVERSİTESİ
- 5 EGE ÜNİVERSİTESİ
- 6 İSTANBUL TEKNİK ÜNİVERSİTESİ
- 7 GEBZE YÜKSEK TEKNOLOJİ ENSTİTÜSÜ
- 8 GAZİ ÜNİVERSİTESİ
- 9 BİLKENT ÜNİVERSİTESİ
- 10 BOĞAZİÇİ ÜNİVERSİTESİ
- 11 SABANCI ÜNİVERSİTESİ
- 12 KOÇ ÜNİVERSİTESİ
- 13 İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ
- 14 ATATÜRK ÜNİVERSİTESİ
- 15 BAŞKENT ÜNİVERSİTESİ
- 16 ERCİYES ÜNİVERSİTESİ
- 17 DOKUZ EYLÜL ÜNİVERSİTESİ
- 18 GÜLHANE ASKERİ TIP AKADEMİSİ
- 19 MARMARA ÜNİVERSİTESİ
- 20 ÇUKUROVA ÜNİVERSİTESİ
- 21 FIRAT ÜNİVERSİTESİ
- 22 AKDENİZ ÜNİVERSİTESİ
- 23 ULUDAĞ ÜNİVERSİTESİ
- 24 SELÇUK ÜNİVERSİTESİ
- 25 İNÖNÜ ÜNİVERSİTESİ
- 26 ONDOKUZ MAYIS ÜNİVERSİTESİ
- 27 KARADENİZ TEKNİK ÜNİVERSİTESİ
- 28 ZONGULDAK KARAEĞİRAN ÜNİVERSİTESİ

Scopus vs Google Scholar

Commitment to Open Access

Hub ScienceDirect Scopus Applications					
SciVerse			Scopus		
Affiliations			Documents		
1	<input type="checkbox"/> Hacettepe Üniversitesi Hacettepe University Find unmatched affiliations	16531	11	<input type="checkbox"/> Atatürk Üniversitesi Atatürk University Ataturk University Find unmatched affiliations	5618
2	<input type="checkbox"/> Orta Dogu Teknik Üniversitesi Middle East Technical University Middle East Technical Univ Find unmatched affiliations	13444	12	<input type="checkbox"/> Ondokuz Mayıs Üniversitesi Ondokuz Mayıs University Find unmatched affiliations	5588
3	<input type="checkbox"/> Ankara Üniversitesi Ankara University University of Ankara Find unmatched affiliations	11737	13	<input type="checkbox"/> Erciyes Üniversitesi Erciyes University Find unmatched affiliations	5454
4	<input type="checkbox"/> Istanbul Teknik Üniversitesi Istanbul Technical University Istanbul Technical Univ Find unmatched affiliations	11118	14	<input type="checkbox"/> Bogaziçi Üniversitesi Boğaziçi University Bogazici University Find unmatched affiliations	5374
5	<input type="checkbox"/> Gazi Üniversitesi Gazi University Gazi Üniversitesi Find unmatched affiliations	10582	15	<input type="checkbox"/> Istanbul Tıp Fakültesi Istanbul University University of Istanbul Find unmatched affiliations	5347
6	<input type="checkbox"/> Istanbul Üniversitesi Istanbul University University of Istanbul Find unmatched affiliations	10423	16	<input type="checkbox"/> Bilkent Üniversitesi Bilkent University Bilkent Univ Find unmatched affiliations	4954
7	<input type="checkbox"/> Ege Üniversitesi Ege University Find unmatched affiliations	9005	17	<input type="checkbox"/> Marmara Üniversitesi Marmara University Find unmatched affiliations	4944
8	<input type="checkbox"/> Dokuz Eylül Üniversitesi Dokuz Eylul University Dokuz Eylül University Find unmatched affiliations	6384	18	<input type="checkbox"/> Karadeniz Teknik Üniversitesi Karadeniz Technical University Find unmatched affiliations	4873
9	<input type="checkbox"/> Çukurova Üniversitesi Çukurova University Çukurova University Find unmatched affiliations	5830	19	<input type="checkbox"/> Firat Üniversitesi Firat University University of Firat Find unmatched affiliations	4738
10	<input type="checkbox"/> Selçuk Üniversitesi Selçuk University Selçuk University	5633	20	<input type="checkbox"/> Istanbul University, Cerrahpasa Istanbul University University of Istanbul Find unmatched affiliations	4506

UNIVERSITY	SCHOLAR	SCH-2005
Ankara University	5290	635
Middle East Technical University	4390	2610
Atatürk University	3280	2080
Suleyman Demirel University	2480	239
Inonu University Malatya	2360	1270
Gazi University	2250	485
Ege University	1810	171
Sabanci University	1810	1330
Istanbul Technical University	1760	603
Cumhuriyet University	1730	255
Hacettepe University	1720	138
Istanbul University	1640	68
Erciyes University	1330	194
Selçuk University	1310	110
Firat University	1200	178
Anadolu University	1050	130
Dokuz Eylül University	1030	237
Çukurova University	1020	135
Bilkent University	980	345
Ondokuz Mayıs University	964	549

Size

Number of web pages (Nov'10)


UNIVERSITY	DOMAIN	GOOGLE	YAHOO	BING	EXALEAD	SIZE
İhsan Doğramacı Bilkent University	<i>bilkent.edu.tr</i>	362000	228000	23800	73644	100.00
Middle East Technical University	<i>metu.edu.tr</i>	503000	254000	23000	50505	98.57
	<i>odtu.edu.tr</i>	23800	6245	7900	1438	
Ankara University	<i>ankara.edu.tr</i>	484500	123500	22600	13156	94.48
Sabanci University	<i>sabanciuniv.edu</i>	488500	87150	20250	32521	93.76
Bogazici University	<i>boun.edu.tr</i>	129000	127000	23700	27497	93.32
Suleyman Demirel University Turkey	<i>sdu.edu.tr</i>	1060000	53600	19700	3740	93.21
Istanbul Bilgi University	<i>bilgi.edu.tr</i>	1160000	75050	11450	18943	91.87
Istanbul Technical University	<i>itu.edu.tr</i>	227000	108500	22400	21411	91.56
Istanbul University	<i>istanbul.edu.tr</i>	285000	91650	21350	8064	91.37
Gazi University	<i>gazi.edu.tr</i>	178000	117000	21100	16578	90.72
Erciyes University	<i>erciyes.edu.tr</i>	314000	71150	17900	12693	90.70
Dokuz Eylül University	<i>deu.edu.tr</i>	204000	87600	21400	13540	89.98
Ege University	<i>ege.edu.tr</i>	257000	71200	23500	7418	89.98
Hacettepe University	<i>hacettepe.edu.tr</i>	169000	85650	23750	16809	89.52
	<i>hun.edu.tr</i>	3200	28750	1220	500	
Inonu University Malatya	<i>inonu.edu.tr</i>	216000	54200	19200	4786	88.25
Koç University	<i>ku.edu.tr</i>	347000	34300	15900	6569	88.11
University of Anatolia / Anadolu Üniversitesi	<i>anadolu.edu.tr</i>	127000	79250	24300	6665	87.87
Gaziantep University	<i>gantep.edu.tr</i>	159000	39000	18400	21235	87.81
Çukurova University	<i>cu.edu.tr</i>	65950	73300	18900	10648	86.85
	<i>cukurova.edu.tr</i>	40000	17300	12200	3185	
Yildiz Technical University	<i>yildiz.edu.tr</i>	170000	38850	19100	4882	86.04

Popularity

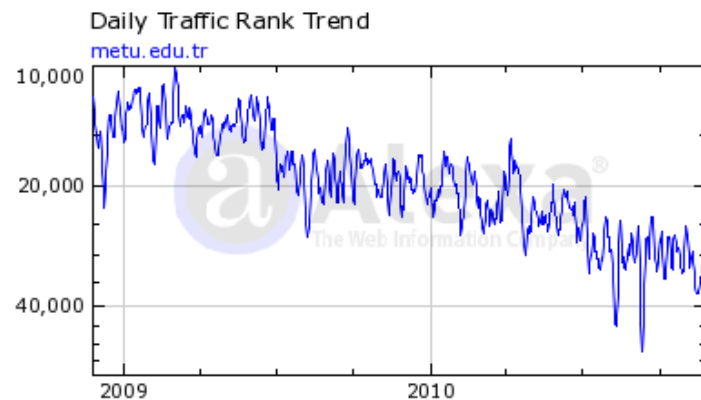

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metu.edu.tr
 Middle East Technical University

About Middle East Technical University (metu.edu.tr): Ankara



Alexa traffic rank for metu.edu.tr:

	Traffic Rank	Change
7 day	30,466	-3,231 ↑
1 month	30,305	+2,166 ↓
3 month	28,708	+3,683 ↓


odtu.edu.tr
 Ortadoğu Teknik Üniversitesi (ODTÜ)

About Ortadoğu Teknik Üniversitesi (ODTÜ) (odtu.edu.tr): Ankara



Alexa traffic rank for odtu.edu.tr:

	Traffic Rank	Change
1 month	326,363	+115,736 ↓
3 month	214,348	+250 ↓

Metu.edu.tr's Worldwide Traffic Rank

Country	Rank
 Turkey	640
 Iran	8,598
 United States	45,702
 India	65,976
 United Kingdom	80,900
 Germany	119,869

Where Visitors Go on Metu.edu.tr

Subdomain	Percent of Site Traffic
metu.edu.tr	22.3%
ce.metu.edu.tr	12.7%
phil.metu.edu.tr	7.6%
physics.metu.edu.tr	5.3%
ie.metu.edu.tr	4.6%
ceng.metu.edu.tr	4.2%

Odtu.edu.tr's Worldwide Traffic Rank

Country	Rank
 Turkey	5,982

Where Visitors Go on Odtu.edu.tr

Subdomain	Percent of Site Traffic
odtu.edu.tr	83.3%
kkk.odtu.edu.tr	14.9%
bidb.odtu.edu.tr	1.9%

Turkish Academic Web Presence

Explanations

- Universities out of Top 500
 - Only 6 among the first one thousand
- Long term effects
 - Scientific and cultural (web) colonialism
 - Brain drain, not attracting foreign students/scholars
- Reasons (and suggestions)
 - Biases in search engines coverage
 - Improve the academic internet networks
 - Lack of international contents and language related problems
 - Increase the use of English
 - Duplicate domains (Delete older domains)
 - Student-oriented homepages
 - Customize the central pages for larger audiences
 - Low quality scientific portals
 - Set up **repositories** and digital libraries

Additional suggestions

Lessons

- More Web Contents
 - More authors, everybody should be involved
 - Identify gaps, specially of local knowledge, in the Web
 - Archive contents for the future
 - Hosting (relevant) third parties
- Quality contents
 - Research results, not only papers
 - Teaching supporting resources
 - Rich personal/group pages
 - Web 2.0, Multimedia Web
- Positioning strategies
 - Avoid bad practices
 - Promote interlinking

Final comments

Ready, Set, Go!

- 21st Century: Web is the way
 - Competitive global academic market
 - “Web Publish or Perish”
- A challenge, but also an opportunity
 - Not only prestige, but quality web contents
 - New actors from developing world, unexpected success stories
- Everybody should be involved
 - Size matters, commitment too !!
 - Not only IST and webmasters
- Open Access
 - Global: Huge audiences
 - Cheap
 - Easy to monitor
- Quality and Multilingual contents are the key

Thanks!



Questions?

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